

IMPACT OF SOCIAL MEDIA ON CURRENT FASHION TRENDS AMONG YOUTH

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ABSTRACT

This study is an attempt to investigate the impact of social media on current fashion trends as social media is getting very much in and within the past decade a notable development has been witnessed. Businesses are using social media as a promotional tool. The fashion industry is one of the businesses where frequent changes occur and social media is the most convenient and economical mean to communicate. Based on convenience a sample of 100 respondents was selected. Results indicated that student's fall under the age 18-24 is using social networking sites profusely. The majority of the students have information what fashion blogs are providing on the current trends and 57 percent of the population will buy fashion garments through social networking sites. Among 100 respondents most of the population will spend more than 2 and half hours on social networking sites and they stated that they will find the updated fashion related information on social networking sites. So there is an impact on the current fashion trends among youth.

KEYWORDS: Fashion Trends, Promotional Tool & Social Networking Sites

Received: Mar 20, 2018; **Accepted:** Apr 10, 2018; **Published:** May 26, 2018; **Paper Id.:** IJESRJUN201817

INTRODUCTION

Humans are naturally very social beings and the way we communicate is a vital aspect of our lives. More importantly, communicating over long distances is something that people once struggled with, but thanks to recent advances in technology, it is much easier for us today. Where we once relied on smoke signals and even carrier pigeons, we have many more options now. During the 1800s, there was a rush among inventors to develop new and better ways to allow long distance and mass communication.

In the 1800's there was an explosion in the ways we communicated globally. Telegraphs, radio, and telephones made a dramatic difference in how information can be conveyed. The continuous search for the innovative ways of communication leads us to the development of different social media. In recent years we have seen another boom in communication. With new technology, we are now able to communicate across the globe (and even into space) almost instantaneously.

Social media is the interaction among people in which they create, share or exchange information and ideas in virtual communities and networks, Go, vander, et al (2013). Social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to

communication between organizations, communities, and individuals, Megan A. Pumper et al (2011). The increased use of the Internet as a new tool in communication has changed the way people interact. Recently, a new means of online communication has emerged with its own set of idiosyncrasies. This new communication style occurs through the use of social networking sites.

Over the last decade, Social media has become an effective marketing tool; it has not only created a new dimension of marketing, but has also provided many opportunities to the marketers to create brand awareness among consumers. It is now considered as the most transparent, engaging and interactive form of public relations.

Social media is a compilation of online platforms and communication channels that are used by people to share information, profiles, assumptions, observations, apprehension, and media itself; it facilitates communication and interactions between different groups of people from all across the world. (Moran, 2012).

The world has become a Global Village & with the advent of information technology, the ways of communication and work have been revolutionized completely. The emergence of social media has transformed the world and its entire way of functioning, bringing the world and its people closer. Social media refers to activities, practices, and behaviors among groups of people who gather online to share information, experiences, and perspectives using colloquial media. Colloquial or conversational media are basically online based applications that have enabled to create and transmit content in the form of words, pictures, videos, and audios. (Brake, 2009).

One industry which is considered to be perfectly suited and naturally fit for social media is Fashion. When we talk about social media for the fashion industry, it refers to the social networking websites and other online platforms that enable the fashion industry to connect with their customers using the latest social networking technology. The fashion Industry is using social media to study trends and anticipate fashion behaviors. It is embracing social media, which has enabled it to emerge in the forefront as a phenomenon.

OBJECTIVE OF THE STUDY

The Objective of the study is to determine the impact of social media on current fashion trends.

METHODOLOGY

Measurement Tool Used: Questionnaire.

Selection of Sample: Random sampling method.

Collection of Data

In this study, the questionnaire method is used all the questions are structured on the basis of fulfilling the objective of the study. A total of 100 Students as respondents (50 students are from College of Home Science, PJTSAU, Saifabad, Hyderabad and remaining 50 students from Food Science and Technology, PG & RC, PJTSAU, Rajendranagar, and Hyderabad) were chosen for the study.

Tools of Analysis

After collecting the primary data it is also verified. Afterwards, the data were edited and coded and the master table summarizing all the collected information and graph showing the frequencies of responses towards information was prepared

Analysis & Interpretation

Gender

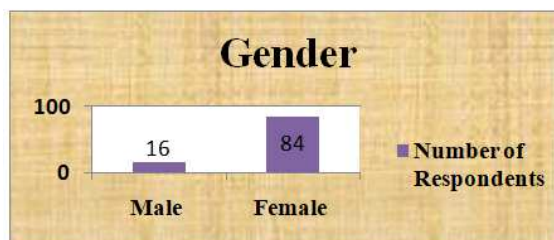


Figure 1

It is quite clear that out of the total respondents investigated in this study, an overwhelming majority 84 percent of them were females whereas about 16 percent were found to be males.

Age

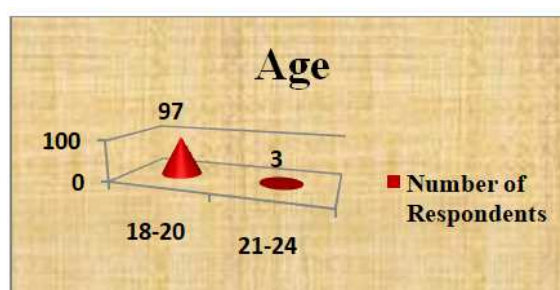


Figure 2

It is evident from the Table and graph that on average, respondents are about 18-20 years of age. The range of the age was found to be 6 years, starting from 18 to 24 years. To be more specific large number of respondents is 19 years of age in the sample. Some interesting feature of this data is that very young respondents are chosen to know the impact of social media on current fashion trends

Use of Social Media, Fashion Brands, Fashion Blogs, Trusting and Buying Fashion Garments

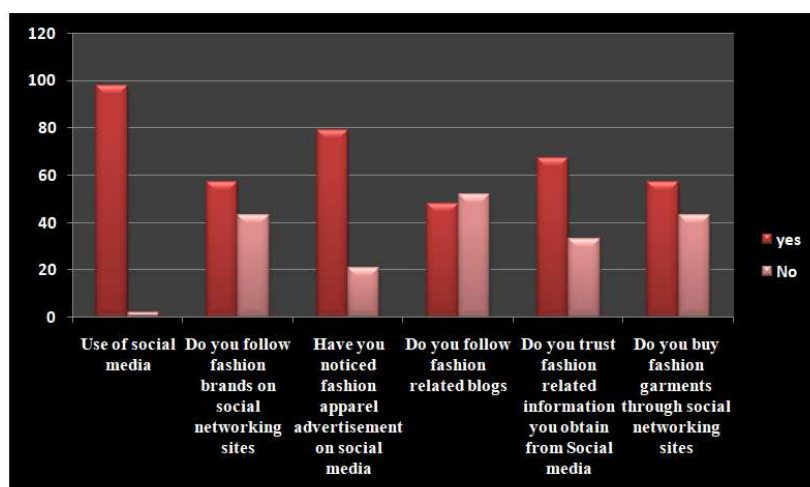


Figure 3

Participants of this study were asked different questions to know whether they use social media and follow fashion through social media. The above graphs says when the participants were “The usage of social media”. 98% of students were using the social media in their day to day life and remaining 2% were not using it. This clearly shows that the majority of students have a habit of using social networking sites in their daily life by checking out what is going on with their friends and all updates through social networking sites

“Do you follow fashion brands on social networking sites” It is evident from the above graph that the majority of the respondents, 57 percent were found that they follow the fashion brands on social networking sites, whereas about 43 percent of them were said no. Most of the population were mentioned the brands which were observed in social networking sites are fabindia, global desi, pepejeans, designer wears, lee, biba and followed by fusion beads and Aurelia

“Have you noticed fashion apparel advertisement on social media” Most of the students about 79 percent were noticed fashion apparel, advertisements through social media and remaining 21% have not seen any information. This results revealed that the most of the social networking sites are having marketing linkages with fashion apparel - industries to promote their brands and apparels.

“Do you follow fashion related blogs” It becomes clear from the graph that among 100 respondents (52 percent) were won't follow the fashion blogs remaining 48 percent of the respondents that is almost half of the population will follow the fashion blogs information. It can, therefore, be concluded that a half of the respondents had a better update on fashion trends and styles. The participants were mentioned that they follow Vogue India, Fashion Bombay, Being Beautiful and pretty fashion blogs regularly.

“Do you trust fashion related information you obtain from Social media” The above Table represents, the Participants were asked to rate their opinion on the given statement “Do you trust fashion related information you obtain from Social media” among them 67% were trusting the information providing through social media and the remaining 33 percent were opposed to it. This result can be concluded that social media has an impact on people regarding fashion trends.

“Do you buy fashion garments through social networking sites (online shopping stores/facebook page/WaTs app groups/others)” Among 100 respondents, 57 percent were habituated to buy fashion garments through social networking sites and remaining 43% were not interested to buy fashion apparels through online. By the above results it can conclude that more than 57% of the population were following the fashion trends online and interested to adopt and wear the fashion trends

Usage of Different Social Media Sites

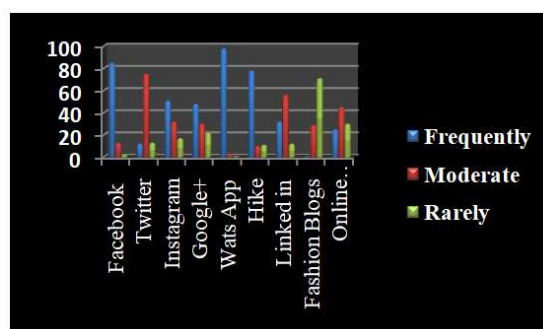


Figure 4

Students are asked to rate which sites they use more. Among the 100 respondents, 98% of them use WaTs app “Frequently” and followed by Facebook and Hike messengers 75% also the moderate users of Twitter and followed by linking in and online shopping stores

How do you Observe the Latest Fashion Trends

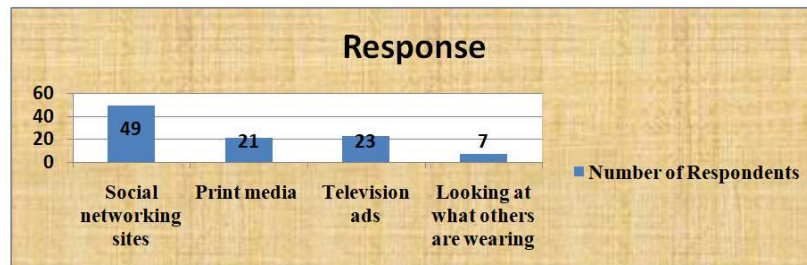


Figure 5

Among 100 members of the population 49 percent was reported that they found latest fashion trends through social media and followed by television ads, print media and looking what others are wearing. These results revealed that the social media are providing more information on the latest fashion trends when compared to other media types.

How Much do you Agree that Social Media Helps in Acquiring Information about Fashion Trends

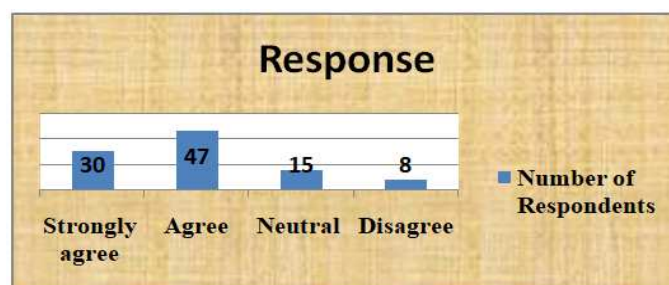


Figure 6

Most of the population about 47% agreed that that social media helps in acquiring information about fashion trends and about 30 % of students were strongly agreed upon this. This results revealed that the fashion Industries are updating the fashion styles of their target people with the help of social media

Do you Adopt Current Trends from Fashion Related Blogs

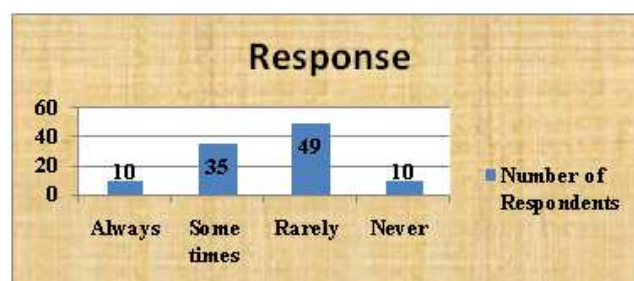


Figure 7

49% members adopt fashion trends through fashion blogs rarely, 35% members were adopting fashion trends sometimes, and 10% members were adopting fashion trends always, and remaining 10% members opposite to this.

Do you Copy Fashion from Social Networking Sites

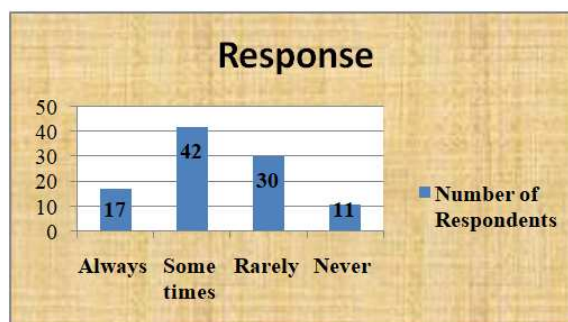


Figure 8

42% members adopt fashion through social media sometimes, 30% members were adopting fashion trends rarely, and 17% members have adopted fashion trends always, and remaining 11% members were not adopting fashion trends providing through social networking sites.

What Role do you Think Social Networking Sites will have in the Future of Fashion

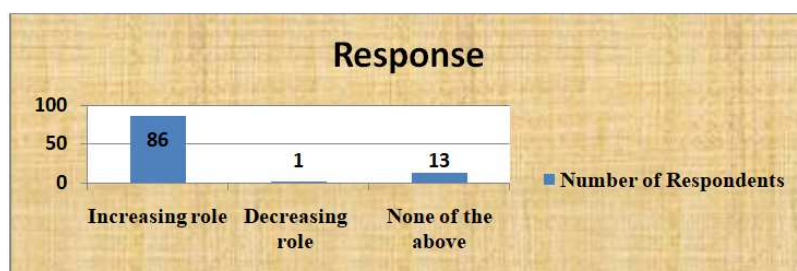


Figure 9

According to the details furnished in the above graph among them 86% of the students were stated that the social networking sites will have the increasing role in the future of fashion. This show that the social media will act more as a medium in the fashion world.

How Much Time (on Average) do you Spend on your Favorite Social Networking Sites per Session

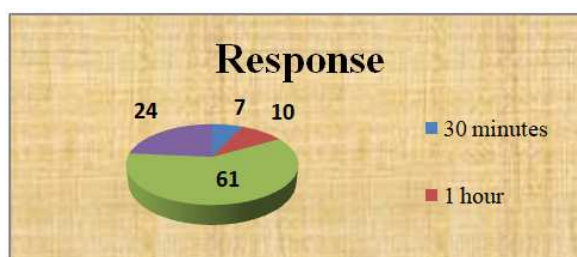


Figure 10

The above Table represents the time the respondents were spending on social networking sites per session among them, 61 percent were spending about 2 hours on their favorite social networking sites, 24 percent spend more than 2 and half hours, 10 percent spend about one hours and the remaining 7 percent were spend only about 30 minutes

CONCLUSIONS

In fact, Social Networking Sites are fast emerging as powerful and unparalleled tools to share information, shape opinions, connect people across domains and cultures, bring participation, and above all to communicate as never before. This is just the beginning. Social Networking Sites are still at a very nascent stage and communities across the world are just beginning to understand the potential of this medium to impact discourse and communication.

This study viewed the impact of social networking sites and how the social networking sites influence youth in their fashion preferences. Since Social Networking Sites can provide all the ways and means to develop personal and social aspects, the young people have to explore the potentialities of these sites. Social Networking Sites influence the lifestyle of youth so that the fashion brands and fashion industries can exploit the space of Social Networking Sites to promote their fashion styles, trends among youth.

RECOMMENDATIONS

- Since the lifestyle of youth in regard to fashion is affected by Social Networking sites, the fashion industries and brands can give their advertisements in Social networking sites in more attractive and authentic way to attract and create awareness among youth.
- Creative and talented youth can also utilize this opportunity by developing their own creative products and opening new fan pages for such sites in Social networking sites.

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